

In the Claims:

Please amend claim 1, and add new claims 78-103 as shown below in the full set of all pending claims presented herein accordance with 37 C.F.R. 1.173(d) with all matter to be omitted by reissue enclosed in brackets and all matter to be added by reissue underlined.

What I claim is:

1. (Original) An automated merchandising system for computer software comprising:
 - a memory for storing software for distribution to customers;
 - a point of sale terminal including customer interface means for receiving a software select customer choice input;
 - means for writing the software selected by the customer from the memory onto a software carrier; and
 - means for associating an identification code with the selected software provided to the customer,
 - said identification code comprising at least one of the following identification parameters: purchaser identification, point of sale identification and date of purchase,
 - wherein said means for associating comprises means for embedding said identification code on the software carrier.
2. (Once Amended) An automated merchandising system for computer software according to claim 1 and also comprising means, associated with said customer interface means, for verifying means of payment.
3. (Original) An automated merchandising system for computer software according to claim 1 and also comprising means for printing manuals accompanying the software selected by the customer and dispensing same to the customer.
4. Canceled.
5. (Original) An automated merchandising system for computer software according to claim 1 and wherein said memory is located at a point of sale terminal.
6. (Twice Amended) An automated merchandising system for computer software according to claim 1 and wherein said memory is located at

a location remote from a point of sale terminal and is connected therewith [terminals] by [means of]a modem.

7. (Original) An automated merchandising system for computer software according to claim 1 and comprising a plurality of point of sale terminals in communication with said memory.

8. (Original) An automated merchandising system for computer software according to claim 1 and wherein said memory also contains information used to print manuals.

9. (Twice Amended) An automated merchandising system for computer software according to claim 1 and wherein said point of sale terminal includes [means permitting] a modem for remote access by [a] the customer [via a modem].

10. (Twice Amended, now as original) An automated merchandising system according to claim 1 and also comprising means for dispensing said carrier bearing the software selected by the customer to the customer.

11. Canceled.

12. (Original) An automated merchandising system according to claim 1 and also comprising means for generating a sales report in hard copy form including at least one of the following identification parameters: purchaser identification, point of sale identification, program identification, date of purchase, serial number for program copy.

13. (Original) An automated merchandising system according to claim 1 and also comprising means for generating and displaying a menu for enabling a potential customer to locate software in which he has a potential interest.

14. Canceled.

15. (Once Amended) An automated merchandising system according to claim 1 and also comprising:

demonstration computer means for [providing to a potential customer the opportunity for] operating the software by a potential customer prior to a decision to purchase.

16. (Once Amended) An automated merchandising system according to claim 1 and also comprising:

means for generating a sales report in hard copy form including at least one of the following identification parameters: purchaser identification, point of sale identification, program identification, date of purchase, serial number for program copy; and

means for generating and displaying a menu for enabling a potential customer to locate software in which he has a potential interest[, and wherein said means for associating comprises means for imbedding said identification code on the software carrier].

Claims 17-77 are cancelled.

78. (New) An automated merchandising system for computer software comprising:

a memory for storing software for distribution to customers;
a point of sale terminal including customer interface means for receiving a software select customer choice input;

means for writing the software selected by the customer from the memory onto a software carrier; and

means for associating an identification code with the selected software provided to the customer,

said identification code comprising at least one of the following identification parameters: purchaser identification, point of sale identification and date of purchase,

wherein said means for associating comprises means for

embedding said identification code on the software carrier and for preventing copying of software, copied onto the software carrier, by recording the embedded identification code together with program identification code comprising at least one of the following program identification parameters: program identification and a serial number for the program copy.

79. (New) An automated merchandising system for computer software according to claim 78 and also comprising means, associated with said customer interface means, for verifying means of payment.

80. (New) An automated merchandising system for computer software according to claim 78 and also comprising means for printing manuals accompanying the software selected by the customer and dispensing same to the customer.

81. (New) An automated merchandising system for computer software according to claim 78 and wherein said memory is located at a point of sale terminal.

82. (New) An automated merchandising system for computer software according to claim 78 and wherein said memory is located at a location remote from a point of sale terminal and is connected therewith by a modem.

83. (New) An automated merchandising system for computer software according to claim 78 and comprising a plurality of point of sale terminals in communication with said memory.

84. (New) An automated merchandising system for computer software according to claim 78 and wherein said memory also contains information used to print manuals.

85. (New) An automated merchandising system for computer software according to claim 78 and wherein said point of sale terminal

includes a modem for remote access by the customer.

86. (New) An automated merchandising system according to claim 78 and also comprising means for dispensing said carrier bearing the software selected by the customer to the customer.

87. (New) An automated merchandising system according to claim 78 and also comprising means for generating a sales report in hard copy form including at least one of the following identification parameters: purchaser identification, point of sale identification, program identification, date of purchase, serial number for program copy.

88. (New) An automated merchandising system according to claim 78 and also comprising means for generating and displaying a menu for enabling a potential customer to locate software in which he has a potential interest.

89. (New) An automated merchandising system according to claim 78 and also comprising:

demonstration computer means for operating the software by a potential customer prior to a decision to purchase.

90. (New) An automated merchandising system according to claim 78 and also comprising:

means for generating a sales report in hard copy form including at least one of the following identification parameters: purchaser identification, point of sale identification, program identification, date of purchase, serial number for program copy; and

means for generating and displaying a menu for enabling a potential customer to locate software in which he has a potential interest.

91. (New) An automated merchandising system for computer software

comprising:

- a memory for storing software for distribution to customers;
- a point of sale terminal including customer interface means for receiving a software select customer choice input;
- means for writing the software selected by the customer from the memory onto a software carrier; and
- means for associating an identification code with the selected software provided to the customer,

said identification code comprising at least one of the following identification parameters: purchaser identification, point of sale identification and date of purchase,

wherein said means for associating comprises means for embedding said identification code on the software carrier; said identification code prevents copying by identifying the selected software provided to the customer on the software carrier.

92. (New) An automated merchandising system for computer software according to claim 91 and also comprising means, associated with said customer interface means, for verifying means of payment.

93. (New) An automated merchandising system for computer software according to claim 91 and also comprising means for printing manuals accompanying the software selected by the customer and dispensing same to the customer.

94. (New) An automated merchandising system for computer software according to claim 91 and wherein said memory is located at a point of sale terminal.

95. (New) An automated merchandising system for computer software according to claim 91 and wherein said memory is located at a location remote from a point of sale terminal and is connected therewith by a modem.

96. (New) An automated merchandising system for computer software

according to claim 91 and comprising a plurality of point of sale terminals in communication with said memory.

97. (New) An automated merchandising system for computer software according to claim 91 and wherein said memory also contains information used to print manuals.

98. (New) An automated merchandising system for computer software according to claim 91 and wherein said point of sale terminal includes a modem for remote access by the customer.

99. (New) An automated merchandising system according to claim 91 and also comprising means for dispensing said carrier bearing the software selected by the customer to the customer.

100. (New) An automated merchandising system according to claim 91 and also comprising means for generating a sales report in hard copy form including at least one of the following identification parameters: purchaser identification, point of sale identification, program identification, date of purchase, serial number for program copy.

101. (New) An automated merchandising system according to claim 91 and also comprising means for generating and displaying a menu for enabling a potential customer to locate software in which he has a potential interest.

102. (New) An automated merchandising system according to claim 91 and also comprising:

demonstration computer means for operating the software by a potential customer prior to a decision to purchase.

103. (New) An automated merchandising system according to claim 91 and also comprising:

means for generating a sales report in hard copy form

including at least one of the following identification parameters:
purchaser identification, point of sale identification, program
identification, date of purchase, serial number for program copy;
and

means for generating and displaying a menu for enabling a
potential customer to locate software in which he has a potential
interest.